



THE GLOBAL GOALS

For Sustainable Development

NGO

Engagement Toolkit

WELCOME!

On September 25th 2015, 193 world leaders will commit to 17 Global Goals to achieve 3 extraordinary things in the next 15 years.

End extreme poverty. Fight inequality & injustice. Fix climate change.

If the goals are famous, they won't be forgotten

We can be the first generation to end extreme poverty, the most determined generation in history to end injustice and inequality, and the last generation to be threatened by climate change.

This document lays out the the first stage in our engagement programme which will help to give you the tools to spread the word about the Global Goals as far and as wide as possible. We are providing all of the simplest assets for you to talk about the Global Goals with your partners, members, communities and the media.

Everyone needs to know about them and together we can reach 7 billion people in 7 days.

It's time to change the world.

Tell Everyone about the **#GlobalGoals**



THE GLOBAL GOALS
For Sustainable Development

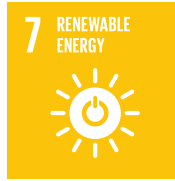
THE GLOBAL GOALS

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End poverty in all its forms everywhere.



Ensure access to affordable, reliable, sustainable and modern energy for all.



Take urgent action to combat climate change and its impacts.



End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



Ensure healthy lives and promote well-being for all at all ages.



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Reduce inequality within and among countries.



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.



Achieve gender equality and empower all women and girls.



Make cities and human settlements inclusive, safe, resilient and sustainable.



Strengthen the means of implementation and revitalize the global partnership for sustainable development.



Ensure availability and sustainable management of water and sanitation for all.



Ensure sustainable consumption and production patterns.



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OUR PARTNERS:

We are working with a number of Partners who are all committed to **effecting** change and **ensuring** the **Global Goals** are turned from paper to practice.



DESIGN FOR CHANGE

Design For Change offers teachers and children's group leaders a structured way to empower children to take action, make change for themselves and share it with children across the world. Children are not only the most important constituency for the Global Goals but they can also help make the Goals a reality. Help them take action.

[Read More](#)



GLOBAL CITIZEN

Global Citizen is a community of people like you - a place to learn about the Global Goals and take action with others around the world in support of the organisations campaigning to achieve them.

[Read More](#)



ONE

ONE is a global movement of nearly 7 million people working to persuade elected leaders to end extreme poverty, primarily in Africa.


[Read More](#)



ACTION/2015

2015 is a year like no other. A once-in-a-generation opportunity to set the global agenda in the fight against poverty, inequality and climate change. Join millions of people from around the world raising their voices for a better world.

[Read More](#)



SAVE THE CHILDREN

Save the Children works in 120 countries. We save children's lives. We fight for their rights. We help them fulfill their potential.

[Read More](#)



UNDP

Works in more than 170 countries and territories, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. We help countries to develop policies, leadership skills, partnering abilities, institutional capabilities and build resilience in order to sustain development results.

[Read More](#)



UNF

The United Nations Foundation links the UN's work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, global health, peace and security, women's empowerment, poverty eradication and energy access.

[Read More](#)



UNICEF

The United Nations Children's Fund works for children's rights, survival, development and protection. Be part of our mission.

[Read More](#)



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HOW WILL WE TELL EVERYONE?



6.9bn have access to **RADIO**

7bn **MOBILES** worldwide



6bn people have a **FAITH**

5.66bn have access to **BROADCAST**



5bn see **BRAND & MEDIA** advertising

3bn+ people are **ONLINE**



2.5bn have access to **PRINT**

1.4bn visits to the **CINEMA** each year



1.2bn attend **SCHOOL**

1bn strong **UN & CIVIL SOCIETY** network



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PROJECT EVERYONE: KEY DATES & EVENTS *Join ours and create your own*



Dizzy Goals Launch
August 19th



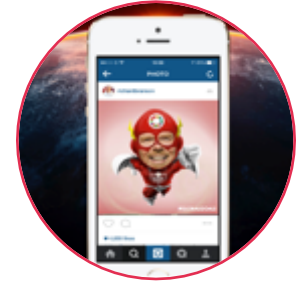
Partner launch of 7bn
7days, Tell Everyone and
We the People
1st Sept



World's Largest
lesson content
1st Sept



Global Citizen Concert
26th Sept



Global
Superheroes App
1st Sept



Africa
crowd-sourced song
4th Sept



Cinema ad
24th Sept



action/2015 day of action
24th Sept

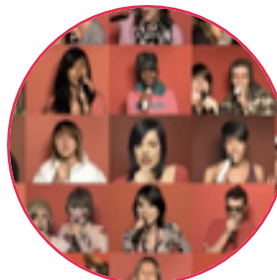


Share your favourite
Global Goal



Launch of Richard
Curtis films

Radio Everyone Content
release
14th Sept



We the People
Live – 25th Sept



Prayer for Everyone
24th Sept -2nd Oct



Advertising assets
1st Sept



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INTEGRATE

INTEGRATE AND ENGAGE

Where can you integrate the campaign?



THE GLOBAL GOALS
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1. WEBSITES/HOME PAGES



The 'Resource Center' of the Global Goals website: www.globalgoals.org plays a central role in the awareness campaign: toolkits, resources, and information about the goals. The icons and other assets can be downloaded on the site and used by everyone on their websites, social media, at work, printed as posters etc.

2. DISPLAY WEB BANNERS, BADGES AND FLAGS

We've made things for your organisation to show support for the Goals. Icons, web banners, email signatures. Find your goals and share with pride.

A graphic of a flag on a pole. The flag is white with the text 'THE GLOBAL GOALS' in black and a small circular logo of the 17 Sustainable Development Goals to its right.

THE GLOBAL GOALS

Flags



Badges



Banners

3. DOWNLOAD PRINTABLE POSTERS

We've made posters to inform, inspire and engage. Print them out and display them wherever you can.



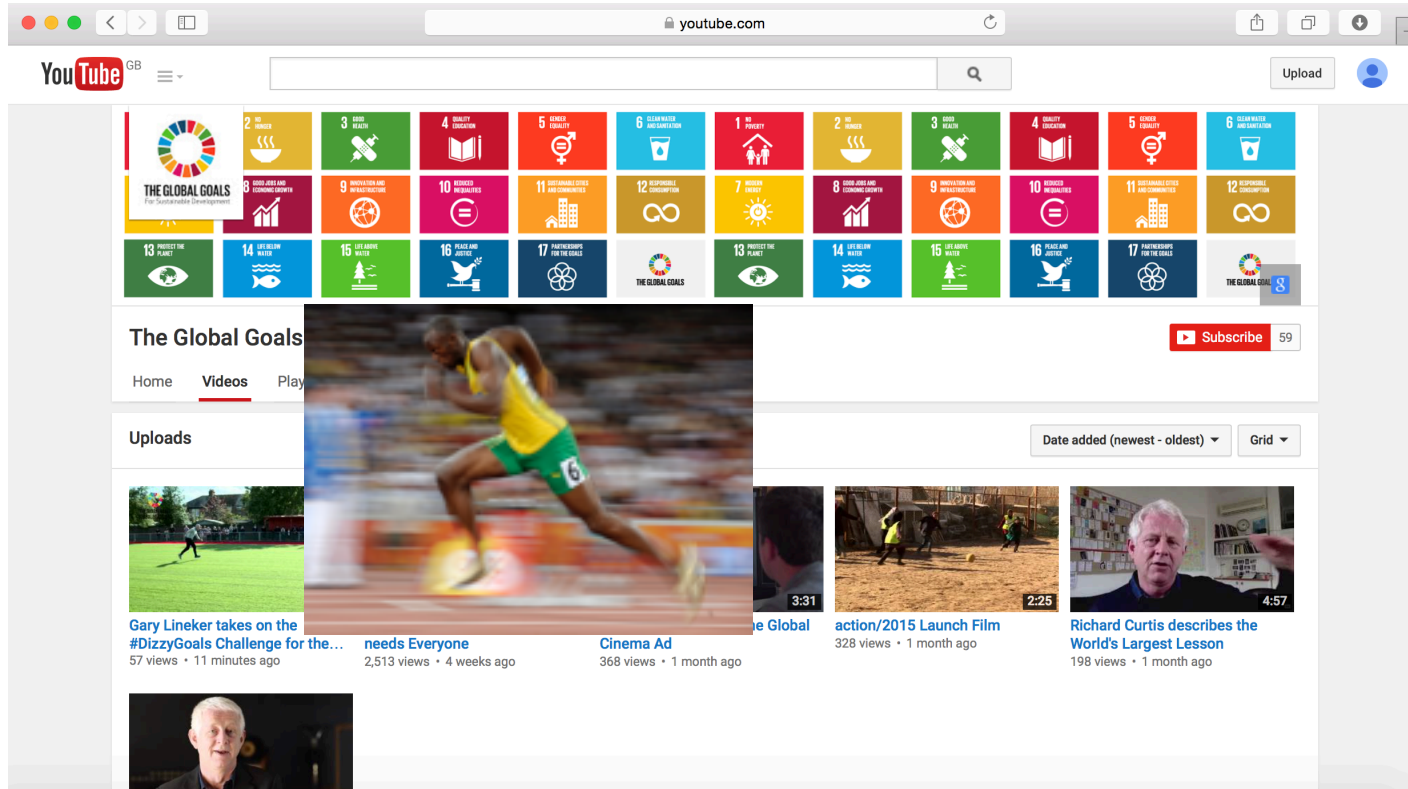
A3 Posters



A4 Posters

4. WATCH AND SHARE VIDEOS

Films to watch and share to help you get deeper into the Global Goals.



- <http://www.youtube.com/watch?v=C8gt50hiPFo>

More coming soon...

5. HOST A TALK

The Global Goals get people talking. So we've made a simple guide to help those who want to engage their organisation in short talks about the Global Goals. Host a session at lunch times, tea times or during launch week.



6. BUY SOME GOODIES AT THE STORE

We've made some stuff to help communicate the Global Goals inside your workplace. Smart mugs and mouse-mats which show your support and help the Global Goals movement.



- <http://globalgoalsmerch.com/>

7. TELL YOUR MEMBERS, TELL YOUR STAFF, TELL EVERYONE!



TWEET/SHARE:

The twitter handle is
@TheGlobalGoals.

Hashtags can include
*#GlobalGoals #TellEveryone
#WeHaveAPlan*

Examples:

We believe #GlobalGoals can end poverty, fight inequality and tackle climate change.

Follow the
@TheGlobalGoals to find out more

Which of the
#GlobalGoals do you feel most passionately about? Visit globalgoals.org and #TellEveryone (this could have the image of the Goals attached)

Follow @TheGlobalGoals, make the Sustainable Development Goals famous, fight poverty, inequality and climate change #WeHaveAPlan

8. DIZZY GOALS

When:

August 19th – October 2nd

Where:

Global Goals Social Media

What:

We are going to be asking everyone and their dog to film themselves doing our 'Dizzy Penalties for the Global Goals' challenge. It involves a ball, spinning 17 times, and trying to score a goal – have a look at this to understand the concept better!

<http://on.fb.me/1FudyVT>

HOW TO SHOOT YOUR #DIZZYGOALS VIDEO



1. Find 2 footballs and find a goal (jumpers as goalposts will do).
2. Line up the balls at least 6m apart.
3. Put your hand on the ball and spin round it 13 times
4. Run to the other ball and try to shoot a goal.
5. Tag 3 friends to join in and try and score their own dizzy goal.
6. Share your video on Facebook / Twitter and Instagram. And make sure you tag @TheGlobalGoals.





Footballers Gary Lineker, Alan Shearer and Gareth Bale have already filmed theirs so we look forward to seeing you, your colleagues and your family giving it a go!

A 'How To' Guide will be available in the Employee Engagement Site from August 14th

9. SHARE THE WORLD'S LARGEST LESSON MATERIALS

Share the animation, comic and lesson materials with Parent Clubs and Youth Organisations and encourage them to share it with their local schools. Distribute the materials internally and set up parents events, maybe even teach a lesson at the office!



10. SHARE THE RADIO EVERYONE CONTENT

Contact any radio partners you may have to promote the content, play it in the office during UNGA week, post links on your website, direct consumers to listen on social media, use the station song as your call waiting music!



11. GLOBAL GOALS APPLICATION

When:

September 2015

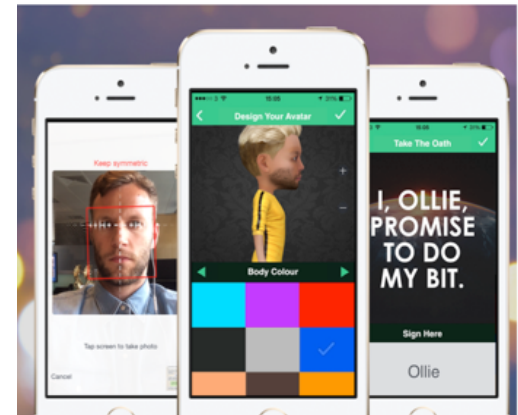
Where:

Available to download from the www.globalgoals.org website.

What:

A superhero generator that lets people create their very own Global Goals Alliance alter-ego. Complete with cape and all.

More information coming soon!



12. JOIN THE GLOBAL DAY OF ACTION: 24 SEPTEMBER

action/2015

Help us #lighttheway to a future free from poverty inequality and climate change

When:

24 September 2015

Where:

As night falls, in over 100 countries around the world – from Sydney, to New Delhi, London to Johannesburg – events and rallies will take place including a big finale in New York.

What:

The night before the goals are announced, citizens around the world will come together to call on world leaders to turn the Global Goals into a reality. We want to show leaders just how many people want action to tackle poverty, inequality and climate change. Across the globe millions of people will be taking to the streets and taking action online to urge leaders to help #Lighttheway.



How to get involved:

Find an event happening near you at action2015.org/lighttheway

Take part online and urge leaders to help #Lighttheway.

Our Founding Team



THE GLOBAL GOALS
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PEARSON



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Google

THE HUFFINGTON POST



Penguin

RELIANCE



Save the Children®

sawa
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